MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

LFC1017 – FUNDAMENTALS OF STRATEGIC COMMUNICATION

(All sections/groups)

10 OCTOBER 2016
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **3** pages with **3** sections only.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet provided.

SECTION A: STRUCTURED QUESTIONS [16 MARKS]

Instructions: Answer *ALL* questions

Figure 1 shows the Birkgt and Stadler's Model of Corporate Identity.

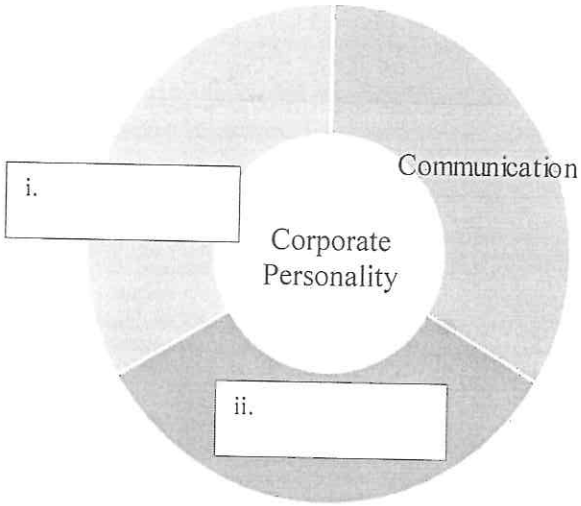

Figure 1.

1. a) Fill up the categories in the model above. (2 marks)
   b) Explain two categories. (2 marks)

2. Explain the difference between corporate identity and corporate personality. (2 marks)

3. There are three main theoretical traditions on identity in management research:
   i) Social identity
   ii) Organizational identity
   iii) Corporate identity
   Define each tradition and provide an example for each construct. (6 marks)

4. Briefly describe corporate strategy and communication strategy and explain the link between them. (4 marks)

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SECTION B: CASE STUDIES [14 MARKS]

Instructions: Answer the following cases. The length of your answer for each case should be between 80-100 words.

Below are two cases based upon two companies (Flored Corp. and Hargen Corp.). Both companies share the same industrial background, which is telecommunications. In order to engage a stronger relation with the public, each of the companies has decided to execute a corporate social responsibility (CSR) project.
Review each case thoroughly.

i) Explain **one** type of communication strategies that each company have applied.

(3 marks)

ii) Elaborate the strengths and weaknesses of the respective strategies adopted by each company.

(4 marks)

Case 1 **[7 Marks]**

Flored Corp. has been in the telecommunication industry for almost 10 years. With a strong brand established for itself in the public, Flored Corp. felt that it is time to connect back with the public, particularly, its stakeholders. A thorough discussion was held amongst the top management, and they decided to hold a charity dinner for the stakeholders. The plan is to invite the stakeholders to a luxurious themed-dinner in Hilton Hotel, where there will be a few item-bidding sessions held during the course of the dinner. All the funds collected at the event will be donated to Pearson Orphanage. A formal e-invite was sent out from the top management to all the stakeholders. E-announcements were also sent out to members of the media to write about the upcoming event. The top management hopes that with this strategy, they will be able to boost their corporate image with the public as a compassionate and relatable company.

Case 2 **[7 Marks]**

Although Hargen Corp. is relatively new in the industry - with only 4 years of establishment, however, it has already built a good reputation for itself as the public views it as a trustworthy and cost-friendly brand. To ensure a more sustainable image is generated with the public, Hargen Corp. has formed a team of volunteers' staff to plan and execute its CSR project. The team then conducted surveys and held a few discussions with the other stakeholders to discuss on their preferred CSR project, with constant updates to the top management. The outcome of the discussions was to conduct a teaching workshop to the Orang Asli communities, as a CSR project. Many stakeholders and even managers volunteered to be trainers to conduct short workshops on various subjects such as basic Mathematics, English, Arts and Crafts, etc. The objective of the project was to impart knowledge and self-sustaining skills to the Orang Asli communities. With the project managed by the staff team and stakeholders, Hargen Corp's management looks forward to sustain their corporate image as a trustworthy company.

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SECTION C: COMMUNICATION STRATEGY [20 MARKS]

Instructions: Answer the following question. The length of your answer should be approximately 250 – 300 words.

i) State a corporate brand that you are familiar with and provide some background information of the company.

(3 marks)

ii) Describe **one** of its communication strategies that it has executed. How does the strategy reflect the company's brand and image?

(7 marks)

iii) Explain the strengths and weaknesses of the communication strategy.

(10 marks)

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